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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s):	SAFKO)	Art Unit:	Unk.
Serial No.:	Unknown)	Examiner:	Unk.
Filing Date:	September 19, 2000)	Case No.:	1173.001
For:	SYSTEM AND METHOD FOR PROVIDING PAPER)	September 19, 2000	
	MODELS OVER A WIDE AREA COMPUTER)	750 "B" Street, Suite 3120	
	NETWORK)	San Diego, CA 92101	

TRANSMITTAL LETTER FOR - NEW U.S. PATENT APPLICATION

Assistant Commissioner for Patents
Washington, DC 20231

Dear Sir:

In connection with the above-captioned patent application, enclosed herewith are the following:

- (1) A Transmittal Letter for - A New U.S. Patent Appl'n in 2 pages with certificate of Express Mailing;
- (2) A new patent appl'n in 16 pgs. including specification, claims, abstract;
- (3) 3 sheets of drawings;
- (4) A Declaration - and Power of Attorney by Inventor(s);
- (5) A Verified Statement Claiming Small Entity Status [37 CFR 1.9(f) and 1.27(b)] Independent Inventor;
- (6) A check totalling \$345 to cover government filing fee;
- (7) An acknowledgment postcard.

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THE FILING FEES HAVE BEEN ESTIMATED AS FOLLOWS:

(1) BASIC FEE (Independent Inventor)	(2) NO. CLAIMS FILED	(3) NO. EXTRA CLAIMS	(4) RATE	(5) TOTAL FEES
\$345.00				\$345.00
TOTAL CLAIMS	19 - 20 =	0 x	\$9.00 =	00.00
INDEPENDENT CLAIMS	3 - 3 =	0 x	\$39.00 =	00.00
MULTIPLE DEPENDENT CLAIMS (IF ANY)	0		\$130.00 =	-0.
<u>TOTAL FILING FEE</u>				\$345.00

Respectfully submitted,

John L. Rogitz, Atty of Record, Reg. No. 33,549
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JLR/jg

CERTIFICATE OF EXPRESS MAILING

I hereby certify that this document, together with any papers described as attached or enclosed, is being disposed with the United States Postal Service, "Express Mail Post Office to Addressee" service, Express Mailing label No. BL640103458 US under 37 CFR §1.10, addressed to Box Patent Application, Assistant Commissioner for Patents, Washington, D.C. 20231 on

Sept. 19 2000

Date Signed: Sept. 19, 2000

JEANNE GAHAGAN, Administrator

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Applicant: SAFKO

For: System and Method for Providing Paper Models Over a Wide Area Computer Network

**VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY STATUS
[37 CFR 1.9(f) AND 1.27(b)] - INDEPENDENT INVENTOR**

As a below named inventor, I hereby declare that I qualify as an independent inventor as defined in 37 CFR 1.9(c) for purposes of paying reduced fees under Sections 41(a) and (b) of Title 35, United States Code, to the Patent and Trademark Office with regard to the invention entitled

**SYSTEM AND METHOD FOR PROVIDING PAPER MODELS OVER A WIDE
AREA COMPUTER NETWORK**

described in the specification filed herewith.

I have not assigned, granted, conveyed or licensed and am under no obligation under contract or law to assign, grant, convey or license, any rights in the invention to any person who could not be classified as an independent inventor under 37 CFR 1.9(c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

Each person, concern or organization to which I have assigned, granted, conveyed, or licensed or am under an obligation under contract or law to assign, grant, convey, or license any rights in the invention is listed below:

FULL NAME:

ADDRESS:

☒ INDIVIDUAL ☐ SMALL BUSINESS CONCERN ☐ NONPROFIT ORGANIZATION

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. [37 CFR 1.28(b)].

I hereby declare that all statements made herein of my own knowledge are true and that all statements made upon information and belief are believed to be true, and further, that these statements were made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that willful, false statements may jeopardize the validity of the application or any patent issued thereon, or any patent to which this verified statement is directed.

Name of Inventor: LON S. SAFKO

Address of Person Signing: 2044 Ridgeline Avenue, Vista, California 92083

Signature:

Lon S. Safko

dated: Sept 19, 2000

TECHNICAL FIELD

The present invention relates generally to Internet commerce and Internet advertising.

BACKGROUND OF THE INVENTION

The present invention recognizes that powerful advertising can be had by disseminating objects representative of an advertising company or product to the public, normally for free. For instance, the well-known orange "76" ball has been provided for years for placement on car antennae to effectively advertise a particular oil company at minimal cost to the advertiser. It is not necessary that such advertising objects explicitly display the name of a product or company, but only that the objects please the consumer in some way, who is then reminded of the advertiser from time to time.

In considering this advertising phenomenon, the present invention further recognizes that an ever-increasing amount of commerce is undertaken electronically over the World Wide Web. Most if not all Web advertising consists of advertising banners and pages that can be clicked on to transport a user to another Web site

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indicia thereon, wherein the model indicia is useful for configuring the substrate into a paper model.

In a presently preferred embodiment, the data file is further useful for causing the computer printer to print assembly instructions for the paper model. Preferably, accounting data is generated when the user accesses the model page and/or when the user prints the data file. In a preferred embodiment, at least one hyperlink to the model page is provided, whereby the user accesses the model page by clicking on the hyperlink. Preferably, an image of an object on the model page is presented to the user and the user prints the model by downloading the corresponding data file or by printing the model directly from the model page by, e.g., clicking on the image on the model page.

In another aspect of the present invention, a system for providing paper models includes a user computer and a model server. In this aspect of the present invention, the user computer communicates with the model server via a wide area computer network. Furthermore, the model server includes a module that has means for providing files representing paper models to the user computer via the wide area computer network.

The present invention will now be described, by way of example, with reference to the accompanying drawings, in which:

BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 is a schematic diagram of the architecture of the present invention;

Figure 2 is a perspective view of a model of the present invention; and

Figure 3 is a flow chart of the present logic.

Referring initially to Figure 1, a system is shown, generally designated 10, which includes one or more server computers (only one server shown for clarity), referred to herein as a model server 12, which is part of a computer network 14. In the preferred embodiment, the model server 12 is part of the computer network 14 referred to as the Internet, and the model server 12 can communicate with other computers on the network 14 via a modem, LAN, WAN, or other network device. As shown in Figure 1, the model server 12 is connected to a model database 16 in which information concerning paper models is stored. Figure 1 also shows a user computer 18, e.g., a laptop computer, desktop computer, or a palmtop computer, connected to the computer network 14. The user computer 18 can communicate with the model server 12 via the internet 14 to allow a user to view images of the paper models and print them if interested. To facilitate the process of obtaining the paper models from the model server 12, a printer 20 and a display device 22, e.g., a monitor, are connected to the user computer 18. Although Figure 1 shows a single

user computer 18 connected to the computer network 14, it is to be appreciated that many user computers may be connected to the network 14.

As intended by the present invention, the paper models in the database 16 and available via the model server 12 are three dimensional models when constructed that include houses, historic buildings, museums, bridges, and other structures of interest. Moreover, the paper models include automobiles, airplanes, trains, boats, motorcycles, bicycles, and other powered or unpowered vehicles. Still other models include corporate products and services with trademarks, e.g., a Pepsi® can, cereal boxes, destination postcards, sports cards, action figures, and 3D stereoscopic (Keystone Viewer type) photography.

One such model is shown in Figure 2 and generally designated 23. As shown, the preferred model 23 consists of paper substrate(s) that are folded and/or cut along indicia to form a 3-D structure. The information stored in the model database 16 includes files that represent various pieces to the paper models which, as described below, may be downloaded to the user computer 18 and printed on a substrate, e.g., paper, using the printer 20, or the models may be printed directly off the displayed page. The model information also includes assembly instructions that are provided to a user. Once printed, the user may cut and/or fold the pieces from the substrate and assemble the models following the instructions.

Figure 3 illustrates the structure of the modules 24 of the present invention as embodied in computer program software. Those skilled in the art will appreciate that Figure 3 illustrates the structures of logic elements, such as computer program code elements or electronic logic circuits, that function according to this invention. Manifestly, the invention is practiced in its essential embodiment by a machine component that renders the logic elements in a form that instructs a digital processing apparatus (that is, a computer) to perform a sequence of function steps corresponding to those shown in Figure 3.

These instructions may reside on a program storage device including a data storage medium to establish a computer program product, such as a programmed computer diskette. Alternatively, such media can also be found in semiconductor devices, on magnetic tape, on optical disks, on a DASD array, on a conventional hard disk drive, on electronic read-only memory or on electronic random access memory, or other appropriate data storage device.

Referring now to Figure 3, the logic steps for a method for providing paper models over a wide area computer network can be seen. Commencing at block 40, a user accesses the model server 12 via the computer network 14. Thereafter, at block 42, the model server 12 provides a list of available paper models to the user, e.g., by transmitting a model page that is viewed at the display device 22 connected to the user computer 18. Proceeding to decision diamond 44, it is determined

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accounting data generated above can be provided to a third party payer or to the user for subsequent fund transfer based thereon.

Continuing to decision diamond 60, it is determined whether the user wishes to repeat the above steps for another paper model. If so, the logic loops back to block 48 where the user can choose another model following the steps described above. If, at decision diamond 60, the user does not want to choose another paper model, the logic proceeds to block 62 where contact is terminated with the server. Moving to block 64, if the file was downloaded to hard disk the user can print the file, which represents paper substrates having indicia printed thereon. Recall that alternatively, the user could print a .gif, .jpeg, .pdf, or other file directly off the model page if desired. In any case, the indicia can include written assembly instructions, dashed fold lines, solid "cut" lines, and so on. At block 66, the user assembles the paper model using the indicia. It is to be appreciated that a user can access the model server 12 and the, e.g., model page directly, as described above, or a user may access the, e.g., model page by clicking the mouse on a button at another site.

With the configuration of structure described above, it is to be appreciated that system and method for providing paper models over a wide area computer network allows users to access paper models from a server and print the paper models using a standard printer. After the models are printed, the user can assemble the models using instructions provided by the server.

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While the particular SYSTEM AND METHOD FOR PROVIDING PAPER MODELS OVER A WIDE AREA COMPUTER NETWORK as herein shown and described in detail is fully capable of attaining the above-described objects of the invention, it is to be understood that it is the presently preferred embodiment of the present invention and thus, is representative of the subject matter which is broadly contemplated by the present invention, that the scope of the present invention fully encompasses other embodiments which may become obvious to those skilled in the art, and that the scope of the present invention is accordingly to be limited by nothing other than the appended claims, in which reference to an element in the singular is not intended to mean "one and only one" unless explicitly so stated, but rather "one or more." All structural and functional equivalents to the elements of the above-described preferred embodiment that are known or later come to be known to those of ordinary skill in the art are expressly incorporated herein by reference and are intended to be encompassed by the present claims. Moreover, it is not necessary for a device or method to address each and every problem sought to be solved by the present invention, for it is to be encompassed by the present claims. Furthermore, no element, component, or method step in the present disclosure is intended to be dedicated to the public regardless of whether the element, component, or method step is explicitly recited in the claims. No claim element herein is to be

I CLAIM:

[illegible]

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CLAIMS

1 1. A method for providing paper models, comprising:
2 allowing a user to access a computer site on a wide area computer
3 network;
4 providing, on the computer site, at least one model page;
5 permitting the user to access the model page; and
6 permitting the user to print at least one data file from the model page,
7 the data file being useful for causing a computer printer to print a substrate
8 having model indicia thereon, wherein the model indicia is useful for
9 configuring the substrate into a paper model.

1 2. The method of Claim 1, wherein the data file is further useful for
2 causing the computer printer to print assembly instructions for the paper model.

1 3. The method of Claim 1, further comprising the act of:
2 generating accounting data when the user accesses the model page.

1 4. The method of Claim 1, further comprising the act of:
2 generating accounting data when the user prints the data file.

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1 5. The method of Claim 4, further comprising the act of:
2 generating accounting data when the user accesses the model page.

1 6. The method of Claim 1, further comprising the act of:
2 providing at least one hyperlink to the model page, whereby the user
3 accesses the model page by clicking on the hyperlink.

1 7. The method of Claim 1, further comprising the act of:
2 presenting an image of at least a portion of an object on the model page.

1 8. The method of Claim 7, wherein the user prints the data file at least in
2 part by clicking on the image on the model page.

1 9. A system for providing paper models, comprising:
2 at least one user computer; and
3 at least one model server, the user computer communicating with the
4 model server via a wide area computer network, the model server including
5 a module including means for providing files representing paper models to the
6 user computer via the wide area computer network.

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1 10. The system of Claim 9, wherein the means for providing paper models
2 comprises:

3 means for permitting the user to access a model page; and

4 means for permitting the user to print at least one data file using the
5 model page, the data file being useful for causing a computer printer to print
6 a substrate having model indicia thereon, wherein the model indicia is useful
7 for configuring the substrate into a paper model.

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10 11. The system of Claim 10, wherein the data file is further useful for
11 causing the computer printer to print assembly instructions for the paper model.

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14 12. The system of Claim 10, wherein the means for providing paper models
15 further comprises:

16 means for generating accounting data when the user accesses the model
17 page.

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19 13. The system of Claim 10, wherein the means for providing paper models
20 further comprises:

21 means for generating accounting data when the user prints the data file.

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1 14. The system of Claim 13, wherein the means for providing paper models
2 further comprises:

3 means for generating accounting data when the user accesses the model
4 page.

1 15. The system of Claim 10, wherein the means for providing paper models
2 further comprises:

3 means for providing at least one hyperlink to the model page,
4 whereby the user accesses the model page by clicking on the hyperlink.

1 16. The system of Claim 10, wherein the means for providing paper models
2 further comprises:

3 means for presenting an image of at least a portion of an object on the
4 model page.

1 17. The system of Claim 16, wherein the user downloads the data file at
2 least in part by clicking on the image on the model page.

1 18. A method for Internet advertising, comprising:
2 presenting a Web page having at least one link to a model file; and

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[illegible]

ABSTRACT OF THE DISCLOSURE

A system for providing paper models over a wide area computer network includes a user computer that communicates with a model server via the Internet. The model server includes a database of paper model files, e.g., the pieces of the models and assembly instructions. The corresponding method allows a user to access the model server via the Internet and download paper models. The paper models are printed at a printer connected to the user computer. A user can then assemble the paper models following the assembly instructions.

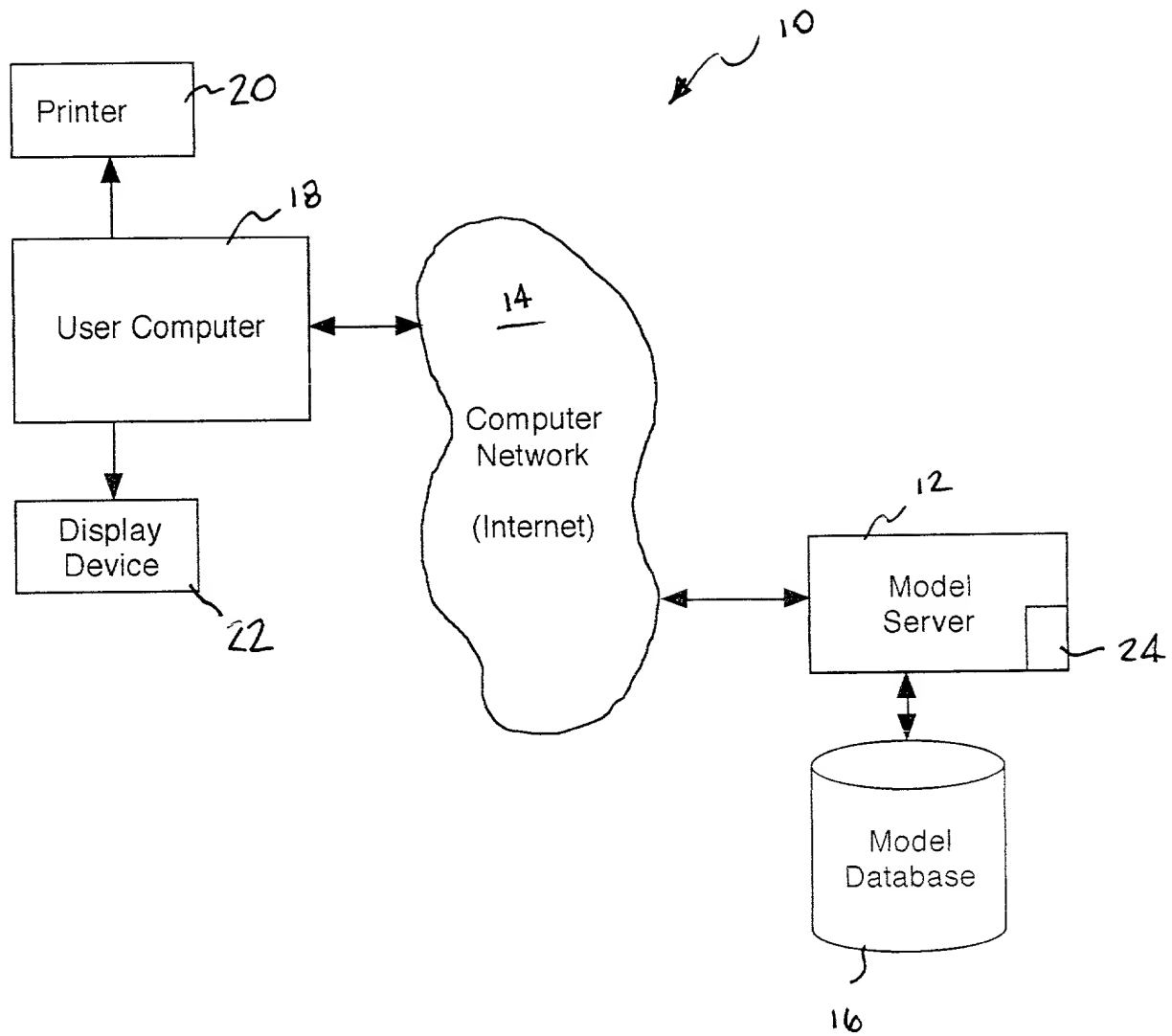


FIG. 1

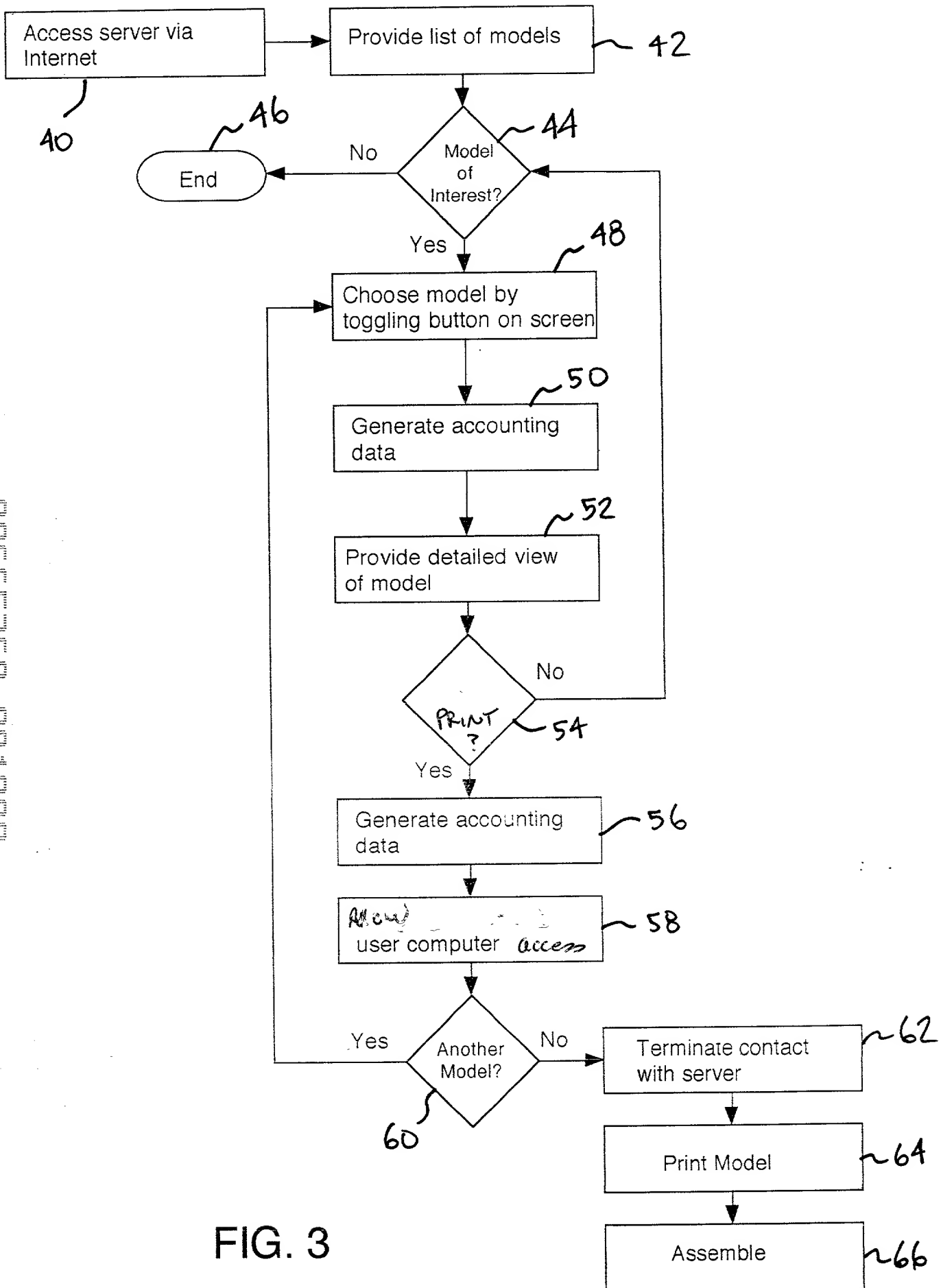


FIG. 3

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**DECLARATION AND POWER OF ATTORNEY
USA PATENT APPLICATION**

As a below-named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name;

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled: the specification of which is filed herewith;

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above;

I acknowledge the duty to disclose information which is material to the patentability of this application in accordance with Title 37, Code of Federal Regulations, §1.56(a);

POWER OF ATTORNEY: I hereby appoint the following attorney to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith (if this application is assigned, I acknowledge that the appointed individual does not represent me, and that instead he represents the assignee):

John L. Rogitz, Esq.
Registration No. 33,549.

I hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

PRIOR FOREIGN APPLICATION(S)**Priority Claimed****App. No.:****Country:**
NONE**Date Filed:**

I hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) listed below, and insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code §112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, §1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

PRIOR U.S.A. APPLICATION(S)**Serial No.:****Filing Date:**
NONE**Status:**

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Atty. Docket No. 1173.001A

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United State Code and that such willful, false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of
Inventor:

Lon S. Safko

Inventor's Signature:

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